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## **EASTMAN KODAK: Kodak to acquire 51 / stake in PictureVision**

**M2 Presswire.** Coventry: Feb 13, 1998. pg. 1

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### **Abstract (Article Summary)**

M2 PRESSWIRE-13 February 1998-EASTMAN KODAK: Kodak to acquire 51% stake in PictureVision (C)1994-98  
M2 COMMUNICATIONS LTD

Eastman Kodak Company and privately-held PictureVision, Inc., today announced that Kodak will acquire 51% of PictureVision's stock for an undisclosed sum of cash. PictureVision, the leading provider of digital imaging network services and solutions at retail, will operate as a subsidiary of Kodak.

Kodak will integrate the products and activities of its Kodak picture network, which provides consumers with an internet-based digital imaging network service, with PictureVision's digital imaging service PhotoNet. PictureVision CEO Phil Garfinkle will retain his current position and also become general manager of Kodak's Network Services division.

### **Full Text (648 words)**

*Copyright M2 Communications Ltd. Feb 13, 1998*

M2 PRESSWIRE-13 February 1998-EASTMAN KODAK: Kodak to acquire 51% stake in PictureVision (C)1994-98  
M2 COMMUNICATIONS LTD

-- Network services leader to bolster Kodak's digital strategy

-- Retailers & consumers will have wider array of choices

Eastman Kodak Company and privately-held PictureVision, Inc., today announced that Kodak will acquire 51% of PictureVision's stock for an undisclosed sum of cash. PictureVision, the leading provider of digital imaging network services and solutions at retail, will operate as a subsidiary of Kodak.

Kodak will integrate the products and activities of its Kodak picture network, which provides consumers with an internet-based digital imaging network service, with PictureVision's digital imaging service PhotoNet. PictureVision CEO Phil Garfinkle will retain his current position and also become general manager of Kodak's Network Services division.

The announcement was made in conjunction with the annual conference and exposition of the Photographic Marketing Association.

Garfinkle termed the agreement as great news for photoretailers on a worldwide scale, who will be better served by the unmatched combination of capabilities Kodak and PictureVision can bring to the industry.

"PictureVision has the leading digital image network offering with its PhotoNet Online product family, currently available to consumers through more than 9,000 photospecialty retailers and other outlets worldwide," Garfinkle said. "We are excited about combining forces with Kodak. Kodak's brand name and marketing capabilities will

enable PictureVision to significantly accelerate the adoption of online services."

Consumers, too, will benefit from a wider array of choices. "This agreement builds on the consumers' familiarity with the existing photographic industry model, but greatly extends its value by letting consumers share their pictures quickly, easily and inexpensively," said Robert J. Keegan, President, Consumer Imaging and a Senior Vice President of Kodak.

As a Kodak subsidiary, PictureVision will have use of the Kodak brand name in its marketing and promotional activities. "By consolidating the Kodak picture network with PictureVision's proven software strengths and leading market position, we dramatically enhance Kodak's presence in this important emerging market," said Carl Gustin, Chief Marketing Officer and a Senior Vice President of Kodak.

From Kodak's perspective, the move underscores management's commitment to employ innovative partnerships and alliances as a means of more rapidly implementing its growth strategy for digital imaging.

The two companies bring to the marketplace an ideal complementary fit. "Kodak has focused its resources on delivering services through the Internet, backed by the resources of our Qualex photofinishing organization," Keegan said. "PictureVision has built the leading franchise at retail, an ideal fit with Kodak's broader digitization strategy, which lets consumers easily take their pictures, on film or from digital cameras, into the realm of digital imaging through their local photoretailer. Kodak's Consumer Imaging sales force now will be the focal point for retailers, providing an integrated set of offerings."

Keegan said many retailers have been eager for Kodak to network its Image Magic kiosks. This agreement will accelerate that step.

While Kodak is building the capability to let consumers access and store their images on its network for subsequent use and sharing, PictureVision has built a transaction-based solution for wholesale, mail-order, portrait studio and retail partners that utilizes in-store scanning and interactive customer displays for accessing and sharing photos.

"PictureVision and its retail partners let consumers scan film images or photos into the digital network, transmit the images, and then obtain a variety of hardcopy output options, ranging from reprints and enlargements to gifts and specialty items," Garfinkle said. "By combining our resources, Kodak and PictureVision can now give customers more benefits than they could ever imagine allowing them to share their photos quickly and easily through the combined service."

PictureVision employs about 60 people. The company designs, develops and markets a variety of digital imaging software-based products and services for retail delivery to consumers. PictureVision and Kodak's Network Services division will report to Gustin.

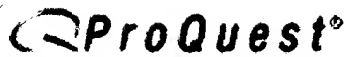
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## Iomega and Lexmark Deliver Industry's First PC-Free Digital Photo Processing Solution

*Business Editors/Computer Writers. Business Wire. New York: Oct 6, 1998. pg. 1*

Author(s): Business Editors/Computer Writers  
Dateline: UTAH KENTUCKY COLORADO  
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### Abstract (Article Summary)

Lexmark announced separately today its new Photo Jetprinter 5770 with stand-alone support for Iomega's popular parallel port Zip(R) drive.

For the first time, photographers can print color photos directly from digital camera memory cards or from a Zip disk, the disk for the digital age, without connecting to a PC. Also announced today by Lexmark is their intent to develop a next generation photo printer with Zip Built-In(TM).

"Today's announcement begins a trend for future printer models and how Iomega intends to build Zip(R) technology into future printers and other digital devices," said Mike Lynch, director of Zip OEM Business at Iomega. "Iomega's Zip disk becomes today's digital photo album, allowing amateur and professional photographers to be more creative and to more quickly and easily save, reuse, and share their digital photos."

### Full Text (1042 words)

*Copyright Business Wire Oct 6, 1998*

ROY, Utah--(BUSINESS WIRE)--Oct. 6, 1998--

New Lexmark(R) Photo Jetprinter(TM) Provides

Stand-Alone Support for Popular Zip(R) Drive;

Create Your Own Zip Disk Digital Photo Album

Iomega Corporation (NYSE:IOM) and Lexmark today announced a PC-free digital photography solution for printing and saving photos.

Lexmark announced separately today its new Photo Jetprinter 5770 with stand-alone support for Iomega's popular

parallel port Zip(R) drive.

For the first time, photographers can print color photos directly from digital camera memory cards or from a Zip disk, the disk for the digital age, without connecting to a PC. Also announced today by Lexmark is their intent to develop a next generation photo printer with Zip Built-In(TM).

It is simple to print and save photos using the Photo Jetprinter 5770 and Zip(R) drive. With this new digital photo printing and storage solution, photographers no longer have to spend the time required to transfer photos onto a PC before printing.

At the touch of a button, customers can quickly and easily move their photos from their camera cards to a 100MB Zip disk, which can save up to 100 megapixel, or near 35 millimeter quality, photos on a single disk.

Using Zip disks as digital photo albums enables customers to safely organize and store their photos for future use. A thumbnail index print catalogues all photos on the disk so they can be easily retrieved for printing later.

"Today's announcement begins a trend for future printer models and how Iomega intends to build Zip(R) technology into future printers and other digital devices," said Mike Lynch, director of Zip OEM Business at Iomega. "Iomega's Zip disk becomes today's digital photo album, allowing amateur and professional photographers to be more creative and to more quickly and easily save, reuse, and share their digital photos."

The Lexmark Photo Jetprinter 5770, a 2-in-1 inkjet printer, offers a photo printing solution for digital camera owners while also meeting their general purpose printing needs.

It allows users to crop and customize, or print or save photos without the complication of having to connect a serial cable to a PC or digital camera. The Lexmark Photo Jetprinter 5770 directly accepts CompactFlash(TM) or SmartMedia(TM) digital camera memory cards making it compatible with most high resolution cameras on the market.

"Zip completes the Lexmark photo printer solution that makes digital photography accessible and easy for everyone, even for people who don't own a computer," said Patrick King, general manager, Digital Photo Printing at Lexmark. "We chose Zip because of its broad familiarity and huge installed base. As the preferred choice for storing digital images, Zip disks provide a fast and easy way to download images and free camera cards for additional photos."

Iomega's parallel port Zip(R) drives are available at major retailers for an estimated retail price of \$119.95 and Zip disks are available for an estimated retail price of \$9.95 each when purchased in a 10-pack. The products are available at all major retail stores. The Lexmark Photo Jetprinter 5770 is expected to be available in November 1998 at select retailers for an estimated street price of \$349 (U.S.).

Iomega branded notebook Zip drives are now available for certain IBM, Toshiba and Compaq notebook computers. Iomega Zip(R) drives can be found as a standard or optional feature in PC models from all leading desktop OEMs and from many notebook PC manufacturers, including Acer, Apple, Chicony, Clevo, Compaq, Dell, Fujitsu, Gateway, Hewlett-Packard, Hitachi, IBM, Micron, NEC, Sharp, Siemens Nixdorf and UMAX.

In addition, the notebook Zip drive is available from CNF Technologies for notebook computers manufactured by Compaq, IBM and Toshiba; and from VST Technologies for notebook computers manufactured by Apple and IBM.

Lexmark International, Inc. is a global developer, manufacturer and supplier of printer solutions and products, including laser, inkjet and dot matrix printers and associated consumable supplies for the office and home markets.

The company is a wholly owned subsidiary of Lexmark International Group, Inc. (NYSE: LXX). Lexmark, which had sales of \$2.5 billion in 1997, has executive offices and a manufacturing center in Lexington, Ky.; other manufacturing centers are in Boulder, Colo.; Juarez, Mexico; Rosyth, Scotland; Orleans, France; and Sydney, Australia.

Iomega Corporation manufactures personal read/write storage solutions that help people manage their stuff -- anywhere. Iomega's products provide consumers with what they want, when they want it, at a reasonable price. The Company's storage solutions, designed for all types of computer users, include Zip(R) drives and genuine Zip(R) 100 disks; Jaz(R) one- and two-gigabyte drives and disks; and Ditto(TM) tape backup drives and tape cartridges.

Whether used in homes, business, government or education, or by creative professionals, all Iomega storage solutions ensure high levels of quality and reliability when using authorized Iomega media products.

lomega products are available through computer retail stores, resellers, major distributors and OEMs. The Company can be reached at 1-800-MY-STUFF (800-697-8833), or on the web at <http://www.iomega.com>. Additional lomega press releases can be accessed through the toll-free fax-back line: (888-88-IOmega).

Special note: The statements contained in this release relating to the availability and compatibility of the Lexmark Photo Jetprinter 5770 and lomega's Parallel Port Zip drive and future versions of a Lexmark photo printer with Zip Built-In in the U.S., and lomega's intent to build Zip technology into future photo printers and other digital devices are forward-looking statements.

There are a number of important factors that could cause actual events to differ materially from those indicated by such forward-looking statements including Lexmark commencing shipment of its Photo Jetprinter 5770, market acceptance of, and demand for, lomega's Zip drives and removable disks, manufacturing, development and distribution issues, product pricing, competition, intellectual property rights and other risks described in lomega's Annual Report to Stockholders for 1997 on Form 10-K, filed March 31, 1998 and its most recent quarterly reports filed with the SEC.

Note to Editors: lomega, Zip, Jaz, and the stylized "i" logo are registered trademarks of, and Zip Built-In is a trademark of lomega Corporation. All other products and brand names are the property of their respective owners. For maximum reliability, use only genuine Zip 100 disks featuring the genuine Zip 100 symbol in your Zip drive. Lexmark is a trademark of Lexmark International, Inc., registered in the U.S. and/or other countries. Photo Jetprinter is a trademark of Lexmark International. SEQN: BW1074

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# TIME

**Perfect prints**Anonymous. Time. New York: Nov 3, 1997. pg. 75, 1 pgs» [Jump to full text](#) Subjects: [Cameras](#), [Photographic film](#)[Cameras](#), [Photographic film](#)

Author(s): Anonymous

Article types: Feature

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Supplement: Time Digital

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ISSN/ISBN: 0040781X

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Cameras that accept Advanced Photo System film are becoming quite popular. The film cartridges are easy to use.

**Full Text** (315 words)

*Copyright Time Incorporated Nov 3, 1997*

**[Headnote]**

Digital cameras haven't made film obsolete yet. In fact, a new film technology called the Advanced Photo System is catching on fast

**FRESH LOOKS** Many new cameras, like [Canon's](#) Elph and Minolta's Xtream line, accept Advanced Photo System film. A low-priced standout: Fuji's QuickSnap Super Slim Outdoor (\$9.95), which takes advantage of the petite APS cartridges (25% smaller than 35 mm) to make it the tiniest single-use camera available. Other APS cameras are distinctive for their various picture-size options and lack of a rewind button.

**OUTPUT** Will pictures look better with APS? Although the image quality will be about the same as with a regular 35-mm camera, there are other advantages. For example, each picture can be developed in one of three size ratios: 4 x 6, 4 x 7 or panoramic 4 x 1. And unlike 35-mm cameras, which require picture takers to choose between wide or regular-size prints just before taking the picture, APS film offers the choice of switching to any size for reprints even after developing the original set. Optionally, digital copies can be saved on floppy disks.

**CHEAT SHEET** Sifting through negatives becomes a thing of the past with the new contact sheets that come with each roll of developed film. The color **thumbnails** make it easy to identify favorite pictures and their corresponding ID numbers when **ordering** reprints. Negatives remain inside the plastic film cartridge to help protect them from damage over the years.

**REEL MAGIC** APS cartridges are easy to load because the film fits in the camera just one way and requires no threading. And anyone who's ever wondered whether an old roll of film was used or not will like the new cartridge indicators that mark if film is exposed, processed or good as new.

**FRESH LOOKS** from Fuji and Minolta  
**CHEAT SHEET** simplifies reorders  
**OUTPUT** options are plentiful with APS  
**REEL MAGIC:** smaller, smarter cartridges

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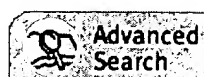
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Classification Codes

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Locations:

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Companies:

[FujiFilm Microdevices Co](#), [Fuji Photo Film USA Inc](#)

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[Fujifilm Endeavor 4000SL](#)

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[Welch, Jill](#)

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[http://gateway.proquest.com/openurl?ctx\\_ver=z39.88-2003&res](http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res)**More Like This** >> [Show Options for finding similar articles](#)**Abstract (Article Summary)**

①Fuji Photo Film USA Inc.'s Fujifilm Endeavor 4000SL Advanced Photo System is reviewed. Data recorded by the film is interpreted by special photo-finishing equipment in the lab. This helps eliminate the guesswork from the development process and enables photographers to get the picture they wanted. One of the best parts about APS film is the idiot-proof film loading procedure. The user simply drops the film cassette into the camera and begins shooting. The zoom lens speed, the close-up quality, and the stop-action feature of the Endeavor 4000SL are particularly impressive.



**Full Text (626 words)**

*Copyright InfoWorld Publications, Inc. Nov 4, 1996*

In 1991, some of the biggest names in photography, including [Eastman Kodak Co.](#) and [Fuji Photo Film USA Inc.](#), joined forces to create a new photography technology that makes taking pictures easier for both the user and the developer. Since last spring, these vendors began selling the fruits of their labor - a novel camera and film combination called the Advanced Photo System (APS).

To take a closer look at how APS really works, we tested the Fujifilm Endeavor 4000SL. The futuristic 4000SL, priced at \$849, was a blast to use. It's perched at the top of the company's Endeavor line of APS cameras and comes equipped with a range of options. The film you use with APS cameras such as the 4000SL is coated with a thin strip of magnetic particles that records digital information such as format, date and time, lighting conditions, and shutter speed. The film provides 2KB of data space, but the camera only needs about 0.4KB to record photographic information. The extra space is reserved for data the film will capture in the future, such as voice annotations.

Data recorded by the film is interpreted by special photo-finishing equipment in the lab. This helps eliminate the guesswork from the development process and enables photographers to get the picture they wanted. One of the best parts about APS film is the idiot-proof film loading procedure-you simply drop the film cassette into the camera and begin shooting. Unlike 35mm film, there is no leader to thread, and you can change the film cartridge in the middle of the roll without exposing the film.

Using the 4000SL, we were able to create some impressive photos with little effort. The camera is truly automatic, yet it offers some manual control. For instance, it automatically adjusts the shutter speed and the aperture to accommodate a particular mode, such as fast action or low light. We were especially impressed by the zoom lens speed, the closeup quality, and the stop-action feature.

The camera also offers three print format settings that let you choose the size of your picture (4 inches by either 6 inches, 7 inches, or 10 inches.) The viewfinder depicts the shot just as it will appear in print.

Once the film is processed, you get the original film cassette back with the negatives stored safely inside, which eliminates the risk of scratching them. You also receive **thumbnails** of your pictures, which makes it easier to **order** reprints. And because the information is recorded on the film, you can even specify different formats for reprints.

Before you rush out to purchase an APS camera, however, you might want to wait for the developing labs to catch up with the technology. One-hour processing at the local drugstore is probably not an option because most don't have the proper equipment and will have to send the film out for development. The photo department we went to was so confused by the whole concept that they couldn't find our pictures - it seems they were stashed in a special drawer due to their unique sizes.

Don't expect the second set of pictures to be free or for all photo finishing laboratories to support all of the available features of APS, such as printing the date on the front of the photograph.

Another caveat is the price. The cost of APS film and processing is about \$2 more than 35mm. However, as the technology matures, we should see a reduction in price.

If you're in the market for a new camera or are one of those people who craves the latest and greatest, then consider purchasing an APS camera. But if not, we recommend waiting until processing is cheaper and more readily available so you can take full advantage of a truly exciting new technology. [Fuji](#), in Elmsford, N.Y., can be reached at (800) 800-3854 or <http://www.fujifilm.com>.

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